

Message Text

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PAGE 01 TOKYO 14175 310838Z

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-06 RSC-01 /018 W

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R 310754Z OCT 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 5658

UNCLAS TOKYO 14175

E.O. 11652: N/A

TAGS: BBSR, BEXP, JA

SUBJECT: MARKET RESEARCH--MICROWAVE COMPONENTS AND
INSTRUMENTATION

REF.: STATTE A-7395, SEPT. 24, 1974

FOR COMMERCE/OIM/PD/RCS-216

1. FIV BIDS FOR SUBJECT STUDY RECEIVED. SUMMARY FOLLOWS:

A) INTERNATIONAL BUSINESS INFORMATION (IBI); BID,
YEN 1,050,000 (DOLS 3,500); NO. INTERVIEWS 25-30;
EXPERIENCE IN FIEL AND SUGGESTED APPROACH TO THIS
STUDY SEEMS GOOD.

B) NICHIBEI TECHNICAL CONSULTANTS; BID, YEN 1,140,000
(DOLS 3,800); NO. INTERVIEWS MIN. 25; EXPERIENCE IN
FIELD EXCELLENT.

C) PACIFIC PROJECTS; BID, YEN 1,190,000 (DOLS 3,966);
NO. INTERVIEWS 35; EXPERIENCE IN FIELD NOT AS STRONG
AS OTHERS.

D) PEAT, MARWICK MITCHELL (PM&M); BID, YEN 1,050,000
(DOLS 3,500); NO. INTERVIEWS 30; DID 1972 OIM STUDY
ON SAME SUBJECT.

E) T.S. JOHNSEN; BID, YEN 1,300,000 (DOLS 4,334); NO.
INTERVIEWS 35-40.

2. EMBASSY FEELS BIDS BY IBI, NICHIBEI AND PMM ARE ALL
GOOD. NICHIBEI HAS HIGHLY-QUALIFIED RESEARCHERS AND
DID GOOD JOB ON RECENT AAVIONICS STUDY. IN ADDITION,
EMBASSY LEARNED OCT. 29, THEY HAVE BEEN AWARDED UK STUDY
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PAGE 02 TOKYO 14175 310838Z

FOR ELECTRIC OPTICS AND LASER EQUIPMENT, WHICH HAS OVER

30 PER CENT OVERLAP IN END USER/MANUFACTURER SEGMENT.
CONSEQUENTLY, WE EXPECT THIS OVERLAP WILL ALLOW THEM TO
PRODUCE EVEN BETTER STUDY. PMM DID CREDITABLE JOB ON
PREVIOUS MICROWAVE STUDY (SEE TOKYO A-1263 OF DEC. 20,
1972). IBI HAS NOT YET DONE OIM RESEARCH, BUT WE ARE
IMPRESSED BY THEM AND WISH TO ESTABLISH RELATIONSHIP.

3. EMBASSY RECOMMENDS CONTRACT BE AWARDED TO NICHIBEI,
ALTHOUGH NOT LOW BIDDER. IF COMMERCE FEELS PREVIOUS
OIM EXPERIENCE THIS CATEGORY IS MORE IMPORTANT, HOWEVER,
WE RECOMMEND BID GO TO PMM. EMBASSY FEELS, HOWEVER,
THAT TECHNICAL COMPETENCE IN FIELD WHICH NICHIBEI
DEMONSTRATES, IS MORE IMPORTANT THAN PMM'S PREVIOUS
EXPERIENCE.
HODGSON

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